

Subject: Fwd: Letter from Martha Saucedo, CCA Board Chair
From: Avak Keotahian <avak.keotahian@lacity.org>
Date: 10/25/2016 12:20 PM
To: Media District <lisa@mediadistrict.org>

----- Forwarded message -----

From: **Joanne Danganan** <JDanganan@ccala.org>
Date: Tue, Oct 25, 2016 at 8:40 AM
Subject: Letter from Martha Saucedo, CCA Board Chair
To: "avak.keotahian@lacity.org" <avak.keotahian@lacity.org>



Dear Mr. Keotahian,

It gives me great pleasure to announce that the Central City Association (CCA) Board of Directors has unanimously selected Jessica Lall as our new President and CEO.

As the current Executive Director of the South Park Business Improvement District (BID), an award-winning BID in Downtown L.A., Jessica represents property owners of a rapidly growing 52-block neighborhood with a thriving residential and business community that includes L.A. LIVE and the Los Angeles Convention Center. In selecting Jessica, we believe her experience, passion and collaborative approach in advocating for business will lead us into the future.

In addition to implementing a nationally lauded public art initiative as well as several other innovative programs with the South Park BID, Jessica is active in the local community. She serves on the Board of Directors for Metro Charter Elementary School, Coro Southern California, and the California Downtown Association. In addition, she is a University of Southern California Unruh Institute

Fellow, and a member of the LA5 Rotary Club, Urban Land Institute and Downtown Breakfast Club.

Jessica will officially start the job on January 3, 2017 but will be participating in CCA's activities and events prior to her official start day. As we look to the future, we are excited to build on the ever evolving Downtown renaissance and look forward to continuing to develop in partnership with you a vibrant City center.

I look forward to introducing Jessica to you in this new capacity and hope that you will join me in welcoming her to CCA.

Sincerely,

Martha Saucedo

CCA Board Chair